



Profile

A senior designer with an extensive background including agency, corporate and consulting experience. Expert in campaign design and production coupled with an amazing understanding of composition and branding. Excellent project management skills with the ability to prioritize and manage multiple projects on deadline.

Areas Of Expertise

Campaign Design • Graphic Design • Branding • Digital Video • Magazine Ads • Print Production
Digital Photography • Logo Design • Newsletter Design • Graphics Hardware • Webmaster

Computer Experience

Adobe CS3 Suite • Macromedia Suite • Non-linear video editing • HTML • CD/DVD Production
Microsoft Office • Windows and Mac • Hardware/Software Installs & Troubleshooting

Professional Experience

Datacolor, Lawrenceville, NJ – (www.datacolor.com)

Marketing Designer – 2005 to 2007

Key Contributions: Responsible for production/management of all creative in a fast paced “agency style” environment. Prioritized and ordered the flow of projects, allocating resources to ensure that all projects were completed on schedule and within budget. Management of vendors of outsourced design, printing, etc. Weekly meetings with Marketing Manager ensured projects were on time and budget.

Management of print production calendar: design, approval process, delivery of ads and inserts on deadline. Developed concepts for marketing campaigns and promotional activities. Organization of marketing related materials for both the digital and print mediums. Tasks include product sell sheets, brochures, manuals, trade show flyers, email blasts.

Management and updates for the Datacolor family of web sites (6) - updating and developing pages/templates, custom graphics, banner advertisements. Responsible for all online promotional activities: product launches, email blasts, contests, newsletters, etc.)

Access Response, Ocean, NJ – (www.accessresponse.com)

Graphic Artist & Marketing Representative – 2003 to 2004

Key Contributions: Conducted sales calls, prospecting, and follow-up. Entered work orders, obtained quotes, pitched marketing ideas to clients. Development of creative services practice. Launched several internal promotions and developed company collaterals.

RCM Technologies, Morris Plains, NJ – (www.rcmt.com)
Senior Graphics Developer & Team Leader – 1999 to 2001

Key Contributions: Team Leader of user interface design team, responsible for the management of designers & developers on various size projects in the IT and healthcare industry. Project management experience on several projects. Extensive pre-sales, cost proposal and marketing efforts to land key accounts. Budgeting, client/team meetings, project milestones/forecasting utilizing Microsoft Project.

Consulting Experience

ROYFOX.com, Edison, NJ
Consultant – 2005 to present

Key Contributions: Web design, graphics, and art direction for companies looking to promote their businesses via digital marketing means. New designs lead to print ads, posters, brochures, etc. Example: www.gioitaliangrill.com

The Collective Net, S. Plainfield, NJ
Art Director – 2001 to 2005 (Full time 2001 – 2002)

Key Contributions: Graphics, layout, media, and web marketing. Worked closely with partners who specialize in custom development - web & wireless applications. Developed and launched several public websites including US Trucks Parts web site: www.ustruckparts.com.

Website URL's

ROYFOX.com
primary portfolio site

www.royfox.com

GIO Italian Grill

www.gioitaliangrill.com

Datacolor

www.datacolor.com

McKeown Motorsport Engineering*

*private – email for login

Vyteris

www.royfox.com/vyteris

H2O Sports Gear

www.H2Osportsgear.com

Food Safety (demo)

www.royfox.com/foodsafety

Bioscreen mini site

www.royfox.com/growthcurves

Toyman Online

www.toymanonline.com

San Bar Marina

www.sanbarmarina.com

US Truck Parts

www.ustruckparts.com

Education

BFA - Mason Gross School of the Arts, Rutgers University

Relevant Courses included: Graphic Design, Digital Video, Computer Animation, Drawing, Painting

Time Management - Rockhurst University Continuing Education – Spring 2006

How to Stay Organized - Rockhurst University Continuing Education – Spring 2006

Member of NAPP (National Association of Photoshop Professionals)